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April 16, 2012

Chairman Julius Genachowski  
Federal Communications Commission  
445 12th Street SW, Washington, DC 20554

Dear Chairman Genachowski:

The National Association of Latino Independent Producers (NALIP), the largest organization in the country devoted to the professional advancement and development of Latino filmmakers and media producers, calls on the FCC to adopt policies to increase minority and female ownership and opposes any effort to further relax media ownership rules.

Since its founding in 1999, NALIP has worked with Latino content creators to advocate for policies that impact the ability of our members to produce and disseminate their work. Through the years, we have partnered with the National Council of La Raza, the National Hispanic Media Coalition and other Latino civil rights organizations as a member of the National Latino Media Council to call on the industry to increase the representation of Latinos in the film and entertainment industries.

Currently, Latinos remain woefully underrepresented throughout the media industry. While we represent the fastest growing portion of the U.S. population, the percentage of broadcast stations owned by Latinos continues to stagnate in the single digits. This must be remedied. Increasing the number of stations owned by Latinos and people of color is critical to diversifying the media industry. Indeed, studies show that stations owned by people of color are more likely to employ a diverse work force and air programming more reflective of the community.

Media consolidation has made it harder for Latinos and people of color to own broadcast media outlets. Instead of addressing this issue, the Commission has disregarded meaningful consideration of policies that could encourage broadcast ownership diversity.

In fact, a federal court has twice criticized the FCC for failing to address minority and female ownership in previous ownership proceedings. That

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court ordered the agency to remedy this oversight in the current media ownership review. Unfortunately, the Commission once again appears poised to neglect this important issue. Instead, it has opted to put off studying the issue until 2014 even though it is seeking to lift the newspaper-cross-ownership ban – policy changes that could even further diminish the already low levels of media diversity.

In closing, NALIP urges the Commission not to move forward with relaxation of any ownership rules until it first examines the impact of such rule changes on minority and female ownership.

Sincerely,

*Maria Agui Carter*

Maria Agui Carter  
Chair, Board of Directors  
NALIP